

**CITY OF HAYWARD**  
**AGENDA REPORT**

AGENDA DATE 07/12/05

AGENDA ITEM \_\_\_\_\_

WORK SESSION ITEM 2

**TO:** Mayor and City Council  
**FROM:** Director of Community and Economic Development  
**SUBJECT:** Preliminary Development Plan for the Cinema Place Project

**RECOMMENDATION:**

It is recommended that the City Council review and comment on this report.

**DISCUSSION:**

On May 17, 2005, the City Council reviewed a revised Preliminary Development Plan for the Cinema Place project. While there would no longer be a major retailer, there would be 12,550 square feet of lease spaces fronting on B Street to provide for retail and restaurant activities. The Councilmembers commented on the need for a sense of entry to the theater at the street and greater pedestrian ambience along Foothill Boulevard and Theater Alley, the treatment of the large expanses of blank walls, a stronger presence at the corner of Foothill Boulevard and B Street, and the use of exciting light and color.

In response to the comments, the developer has revised the Plan to reintroduce a second-story retail element (5,692 square feet) to the retail portion of the building between the theater entry and Foothill Boulevard. An open deck (2,170 square feet) would provide an opportunity for outdoor dining. The total retail floor area would be 17,807 square feet.

Staff has reviewed the revised design and believes that although there are changes to the size of the project and the façade, it is generally in conformance with the approvals previously granted and the modifications can be considered minor. According to the Zoning Ordinance, minor modifications may be approved by the Planning Director. Because there are no new significant environmental effects, nor an increase in the severity of previously identified significant effects, the City can rely on the previously approved Mitigated Negative Declaration for the modified project.

Design

The revised plan attempts to create an identity on B Street with an open linear plaza, lined with palm trees and decorative light fixtures, with banners, on either side. The entry to the theater would be at the end of the plaza; its two-story height would be semi-circular in plan, the shape relating to the circular structure at the corner of Foothill Boulevard and B Street. Once at the plaza, the linear landscape and lighting elements could continue to draw people into the space. Staff is concerned that the theater entry would be hidden from vehicular and pedestrian traffic until one would be directly in

front of the plaza. As the easterly anchor of the downtown core, it is important that the architecture create a sense of destination. However, there are two ways this sense of destination could be created. One is by the use of the property itself and the draw the theater would demand, with the resultant crowd of people creating attention; this would be amplified by the second-story outdoor dining deck along B Street. The plaza is 50 feet wide, similar to the curb-to-curb width of many downtown streets, and is 50-60 feet deep, providing ample space for meeting and congregating. The second is by the use of architectural features or detailing. The semi-circular form used at the theater entry and at the corner of Foothill Boulevard and B Street could be repeated at the opening of the plaza. An overhead architectural feature in that form, under which patrons of the theater would pass, could connect the portions of the building on either side of the plaza, visible from either direction on B Street. The use of palm trees may not be common in this geographical setting; however, they are one of a few landscape elements that can provide a striking vertical form and evoke a connection with Hollywood and film. The theater entry, including the pavement, would be strengthened by the use of richer, quality materials and colors. Staff also recommends that the design include weather protection for patrons being served at the box office.

Councilmembers commented on the need for a strong architectural element at the corner of B Street and Foothill Boulevard. This plan reintroduces the two-story circular building element at that location, providing a break in the otherwise flat elevations. An architectural canopy of decorative metal is proposed over the first-floor storefront.

Possibly because the detailing has not yet been developed, the architectural design of the building takes on the appearance of the Art Moderne style, characterized by plain surfaces and severe detailing. Historically, it has been used successfully in larger civic buildings. However, staff is concerned that it does not portray the excitement and drama that is desired for this entertainment venue. At its last work session on this matter, Councilmembers commented on the desire to add art deco detailing. The Art Deco style, related to the Moderne, does lend itself better to theater and restaurant activity. This style was widely used downtown during the 1940s.

Along B Street, the façade is broken into a number of smaller forms by the use of narrow, vertical "fins," or columns. However, the front face of the fins should be angled to mirror the shape of the sign proposed by Century on the Foothill Boulevard elevation. The fins would be wider at the top and narrower at the sidewalk. This feature would be consistent with art deco styling. Between each fin, an awning is proposed over each storefront section. Staff recommends that the use of art deco motifs along the cornice would better cap the building.

The developer also proposes a series of aluminum and glass storefronts, with the glass extending to the sidewalk. The Downtown Commercial Design Manual recommends the use of bulkheads at the storefronts. Bulkheads can enhance display windows by raising the glass area to a more easily viewed height, protecting the glass from impacts, and providing enhanced decorative detailing. Bulkheads would also help integrate the project into the historical downtown pattern. However, the transparency of display windows is also desirable, providing a full view into store interiors. The view into lively retail uses, such as a restaurant, could further attract pedestrians.

Staff also recommends the use of raised planters along Foothill Boulevard and Theater Alley. Raised planters, where landscaping is proposed, would provide a better transition between the street and the building's two-story walls and a stronger base to the building visually. The Foothill Boulevard façade appears flat on the "Foothill Boulevard Elevation." However, the wall steps back to create

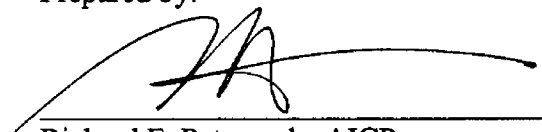
four distinct surfaces to accommodate the difference in the angle between the street and the building. On the Elevation, shadowing shows each place where the wall steps back.

The revised plan does not indicate lighting, detailed materials or colors; these will be reviewed as more-detailed plans are later presented to the Council. Councilmembers have previously indicated a preference toward the use of neon to add excitement to this entertainment venue; such lighting would be appropriate to highlight architectural detailing. The two-story Foothill Boulevard elevation would be decorated with large, film-oriented graphic pieces. This elevation would benefit from the use of lighting to "wash" over the graphics. The project would also benefit from the use of additional materials. The architect has proposed two basic finishes: concrete block of various textures and colors facing Foothill Boulevard, Theater Alley and the parking garage, and stucco facing B Street. These materials, when used alone, provide a very utilitarian appearance. The architect should consider the use of quality, decorative materials at the pedestrian level.

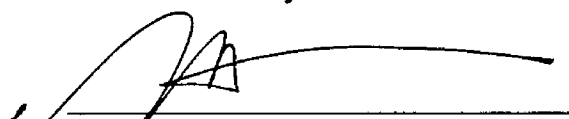
#### Next Steps

This item appears on the agenda to provide the Council an opportunity to review the new design and to offer appropriate guidance to staff and the applicant. Staff would appreciate comments especially on the plaza, around which further detailing will evolve. Staff will have opportunity to continue working with the applicant to develop the plans that will be presented for formal review at a City Council meeting in September 2005.

Prepared by:

  
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Principal Planner

Recommended by:

  
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for Sylvia Ehrenthal  
Director of Community and Economic Development

Approved by:

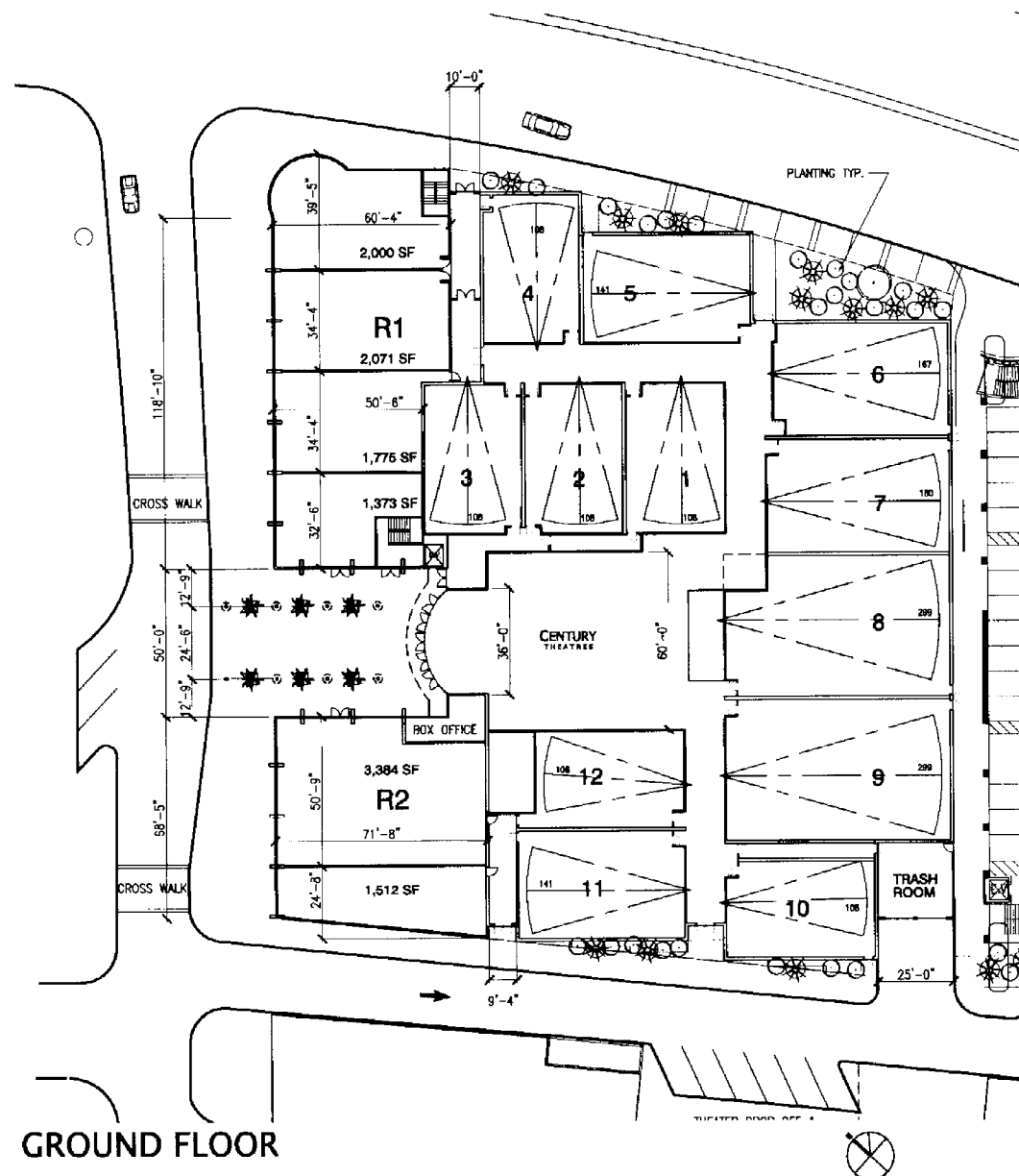
  
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Jesús Armas, City Manager

Attachments: Revised Plans

7/8/05



1,875 SEATS  
38,390 SF THEATRES/LOBBY  
1,040 SF EXIT CORRIDORS  
39,430 SF TOTAL THEATRES



## GROUND FLOOR

## Conceptual Building, Site & Landscape Plan

with Tentative demising plan

CINEMA PLACE  
HAYWARD, CALIFORNIA



Age Group	Percentage
0-2	5
3-18	15
19-32	35
33-48	35
49-68	10

**JULY 1, 2005**

## A2.1

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FIELD

**PAOLI**

DUE TO THE LENGTH OR COLOR OF  
THE REFERENCED EXHIBITS, THEY  
HAVE BEEN ATTACHED AS SEPARATE  
LINKS.